

### **Abstract**

A computing system for managing shopping events at one or more retail locations is disclosed. The system comprises a hand-held computer configured to receive shopping list information from a user. The system also comprises a server computing system  
5 operable with the hand-held computer. The server computing system is configured to receive the shopping list information from the hand-held computer and distribute one or more information packets associated with each of the products comprising the shopping list to the hand-held computer in advance of a shopping event. The system further comprises a retailer computing system associated with each of the retail locations. The  
10 user can distribute the shopping list information and the information packets to the retail computing system as the user completes the shopping event.